



Effect of Online Advertising on Consumer Buying Behavior

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Abstract

The present research report is focused on measuring the impact of online advertising on consumer buying behavior, which increases the consumers' intentions towards the product and buying behaviours. The purchasing behaviour is strongly influenced by the icon of the product which is made by the promoters. The primary data are collected through questionnaires and secondary data were collected through internet. To study the buying behaviour of consumers a sample of 50 respondents was taken, out of which The sampling method we use is random sampling method. The written report that online advertisement has always a great impact on the buying trends or purchasing behaviour of the consumers. At the same period ROI of the produce and best are also acknowledged with their significant impact on buying behaviour of consumers. Likewise, to some extent the online celebrity endorsement also substances in the purchasing behaviour. Thus, the study concludes that the helpful to know buying behaviour of the purchaser based on the online advertisement, which improves the reliability of consumers towards brand and online advertising modes which helps in progressing of the products.

Keywords: *Online Advertising, Internet, Buying Behaviour.*

1. Introduction

Consumer buying behaviour is the subject area of internal and external factors acting in the decision-making process and Consumer behaviour is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of merchandise, services, ideas, or experiences to satisfy needs and desires" (Solomon, 1995). Consumer decision making on purchasing a product is based on many factors internal and external factors, advisement plays a role on consumer mind sets, need and usefulness of the product, and this advisement is also as a form of communication which is utilized to persuade a specific group of people to take some new action. Advertising is usually a paid form of promotional material/product by manufacturer, some sponsors and reached through various traditional media such as television, commercial, radio ads, outside advertising, newspaper editor, magazine mail or modern media such as blogs, websites and text message to the

market, as now a day the developments and technological improvements have turned advertising to a more pervasive and stronger in its impact and effect [1]. Present advertising is advanced with the development of mass production inside the overdue 19th and early twentieth centuries. After the fulfilment of print advertising, the concept of radio advertising and marketing prevailed this turned into then exceeded out by way of the video marketing. With the approaching of the 21st century the web marketing has dominated the sector market location and consumer community as properly [2]. After 2020 due to the pandemic situation most of the buying process has been done by online, as the needs are turned to set through the online and wishes are settled. Consumers purchasing has changed to online mode and the availability of products are very easy through the online sites, that is the reason many products advisements and buying behaviour has constantly



been fed so much importance and area inside the literature look at of the effect of advertising concerning its effectiveness. Most of the time clients shopping for behaviour is stimulated through liking or disliking of the purchaser closer to the commercial of the product, marketed [3]. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for a variety of reasons [4]. The present paper is focusing on quantifying the impact of online advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviours. The buying behaviour is strongly inspired by using the icon of the product that is constructed by way of the advertisers. The first statistic information is collected the structured questionnaires and secondary information were gathered via internet. Moreover, the net is rising as the most crucial source of facts due to its ease wealth of records.

2. Review of Literature

Example of online advertising according to Wikipedia, include contextual ads on search engine results pages, banner ads, blogs, rich media ads, special networking advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Many of these types of ads are delivered by an ad server. Ram sunder (2011) In their look at says that shoppers" selections are stimulated closely by way of on-line manufacturers. Opinion of purchasers will have an effect on each other [6]. This form of opinion via other purchasers influences the repurchases. So, customers are moving to internet to get extra information for his or her buying choice. Geetanjali Naidu (2013) In their look at analyses the have an impact on of social media in shopping behaviour of purchaser in Raipur. In keeping with the survey end result seventy-five% of Indian young people makes use of net for sharing their opinion, views and comment in numerous websites [7]. The analysis concludes that people use social media widely for amassing records concerning product, Balakrishnan (2014) This look at finds the have an effect on of social media towards emblem

photograph and shopping for opinion of younger generation. Two hundred questionnaires have been disbursed to undergraduate college students of universities in Malaysia. The reaction charge turned into 75 percentages. Three hypotheses and a couple of propositions have been examined using multivariate evaluation and imply. The end result showed that the internet communications, on line groups, digital phrase of mouth, and online exposure are successful in promoting the emblem picture and shopping for goal of consumers through social media platforms [5]. Those findings notify the managers to reach the more youthful technology customers social media is the quality-selling device. This analysis offers data to international sellers in applying social media activities to market their product (W. J. and Balakrishnan, 2014).

3. Research Methodology

3.1 Research Design

This study used descriptive research. Descriptive research involves collecting data that define events & then organizes, tabulates, depicts, and defines the data collection. It frequently uses visual aids such as graphs and pie charts to help the reader in understanding the data distribution and therefore presented a better clarification on online advertising & ultimate study gives a clear picture on the efficiency & reliability of online advertising & its relationship to purchase decision. (Kothari, Research Design) [8].

3.2 Data Collection

The research made use of primary data & secondary data, which was collected using structured questionnaire. A sample of 50 respondents was taken, the administered questionnaire was collected after completion by the respondents & then responses used for analysis. The secondary data was collected from articles. (Kothari, Data Collection).

4. Objectives of the Study

1. To know the core concept of Online Advertising
2. To find out the factor influencing consumer's buying decision



3. To study the impact of online advertisement on the Consumer Behaviour

The Core Concept of Online Advertising:

Online advertising is a sort of mass communication, widely, online advertising and marketing is set handing over advertisements to internet/on-line users through internet web sites, e-mail, advertisement, and internet-enabled smart phones examples of online advertising consist of contextual commercials on seek engine end result pages, banner advertisements, rich media ads, social network advertising, interstitial advertisements, online labelled advertising and marketing, marketing networks and e-mail marketing, which includes electronic mail unsolicited mail some of the Online advertisements like,

- Floating ads
- Expanding ads
- Phase One
- Phase Two
- Wallpaper ads: a. Trick Banner, b. Pop-up and C. Pop-under
- Email Marketing:
- Influencer Marketing: Collaborating with influencers to promote a product or service to their audience

The net's significant reach can allow advertisers to reach drastically extra human beings than conventional marketing media at a fraction of the fee. Internet advertising is ideal for businesses with a country wide or international goal market and huge-scale distribution abilities. Most of the time, the greater human beings a commercial enterprise server, the most cost-efficient net advertising may be. Internet marketing also can be more targeted than a few traditional media, ensuring that the messages are seen with the aid of the maximum applicable audiences. The manufacturer is compelled to preserve the high-quality of the goods advertised. Cash spent on advertising being an investment the manufacturer evidently expects returns on such investment. This interest may be approaching so long as the producer maintains the great and there via the popularity of the goods so marketed. Marketing additionally acts as a records

service and educates the client. It permits customers to recognize precisely what he wants and where to get it. Marketing as a consequence makes it viable for entertainment of recent services and make the lifestyles of the purchaser less difficult, comfortable and more exceptional.

5. Results and Discussion

Buyers decision making for online products was studied and targeted 50 respondents out of which all the 46 respondents responded and the rate of response rates is 92%. This commendable response rate was due to extra efforts that were made via courtesy and meeting the respondents to fill in & return the questionnaire. Thus it covers the demographic information, and the results based on the objectives. The findings were then presented in graphs & pie charts as appropriate with explanations being given in prose thereafter. As to know the buying behaviour of the customer for the online advertising main results are shown with the help of graph.

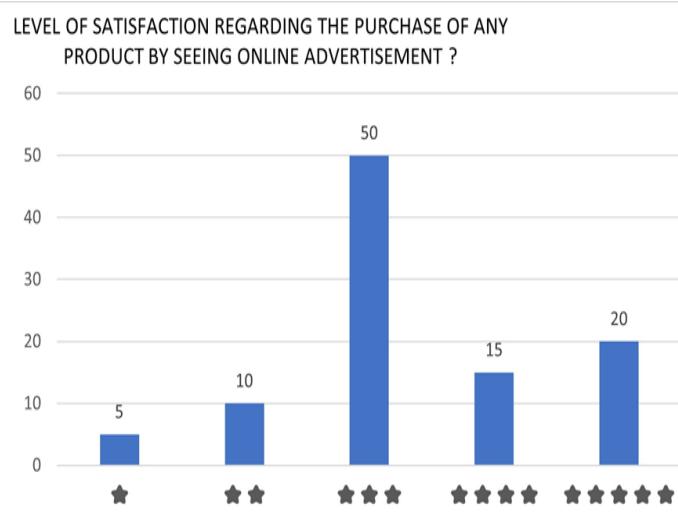


Figure 1 Level of Satisfaction on Purchase by seeing Online Advertisements

Figure 1 shows the level of satisfaction regarding the purchase of product by seeing online advertisement. People votes 50% for 3 Stars where as 15% 4 stars, 20% for 5 Stars 5% for 1 Star and 10% for 2 stars.

Figure 2 shows that 68% peoples think advertisement is an effective decisive factor for online shopping where as 20% & 12% maybe & not think that advertisement is effective way for online shopping.

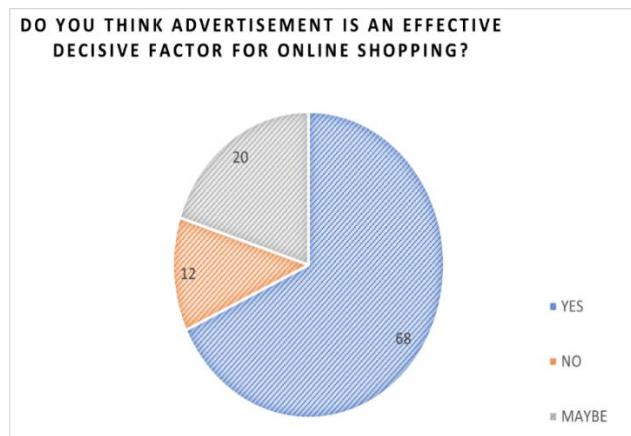


Figure 2 Impact of Advertisements for Online Shopping

Conclusion

Internet advertising emerges as a powerful tool, providing heightened company awareness, efficient information dissemination, precise consumer targeting, and a direct, immediate connection with the customers. Success hinges on avoiding invasive tactics, fostering innovation, and aligning strategies with the evolving landscape of the World Wide Web. As the Internet continues to be a mainstream advertising platform, strategic planning tailored to understanding and engaging target consumers remains paramount for optimal results.

Suggestions

- Online advertisement is a good way of advertisement for promotion or for product, if advertisements are really true and worthy (mean it should not false advisements)
- Product quality is not good as shown in ads, if the company maintain the quality then sure the buying decision will increase by the consumers
- Online advertisement is very helpful in the digital era, as fast growing society and most of the people are spending their regular life with digital tools only they get their needful products at a reasonable rate through the online

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